



WPTV

Print Date: 11/21/12

Page 2 of 5

Contract / Revision **314179** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2002**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WPTV	10/14/12	10/14/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$900.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$900.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/09/12-10/15/12		NFL Pregame		4-10p	(7:00 PM-8:15 P-----Su	:30		(\$900.00)		0.00 NM		
Credited flight over, spots being madegood on est 2051														
N 3	WPTV	10/09/12	10/15/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-TWTF--	:30	2	\$600.00	P-3	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--	2		\$600.00		0.00					
N 4	WPTV	10/14/12	10/14/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/09/12-10/15/12		Su 11-1135p		11-1130p	-----Su	:30		(\$1,000.00)		0.00 NM		
See MG 4.2														
2	NPTV	10/09/12-10/15/12		Su 1130p-1205a after NFL		1130p-1205a	-----Su	:30		\$1,000.00		0.00 NM		
Ⓜ MG for 4.1 10/14 [corrected inv code per cb]														
N 5	WPTV	10/09/12	10/15/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	2		\$225.00		0.00					
N 6	WPTV	10/14/12	10/14/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$3,500.00		0.00					
N 7	WPTV	10/10/12	10/10/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	--W----	1		\$1,250.00		0.00					
N 8	WPTV	10/10/12	10/10/12	Wednesday Prime A animal pract/guys...kids	CM	8-9p	--W----	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	--W----	1		\$750.00		0.00					
N 9	WPTV	10/15/12	10/15/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00 NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$2,150.00		0.00					
N 11	WPTV	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$900.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	2		\$900.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	NPTV	10/09/12-10/15/12		M-F 7-730p		7-730p	MTWThF----	:30		\$950.00		0.00 NM		
2	NPTV	10/09/12-10/15/12		M-F 7-730p		7-730p	MTWThF----	:30		\$950.00		0.00 NM		
N 12	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00



WPTV

Print Date: 11/21/12

Page 3 of 5

Contract / Revision **314179** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2002**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$850.00		0.00			
N 13	WPTV	10/13/12	10/13/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/09/12-10/15/12		Sa 7p News		7-730pm	-----Sa--	:30		(\$850.00)		0.00	NM		
Credited flight over, spots being made good on est 2051															
N 14	WPTV	10/09/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	-TWTF--	:30	2	\$2,150.00	P-1	0.00	NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$2,150.00		0.00			
N 15	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$1,800.00		0.00			
N 16	WPTV	10/09/12	10/15/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$1,600.00		0.00			
N 17	WPTV	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$1,600.00		0.00			
N 18	WPTV	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$275.00		0.00			
N 19	WPTV	10/09/12	10/15/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$100.00		0.00			
N 20	WPTV	10/09/12	10/15/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$100.00		0.00			
N 21	WPTV	10/09/12	10/15/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$135.00		0.00			
N 22	WPTV	10/09/12	10/15/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$135.00		0.00			
N 23	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 11/21/12

Page 4 of 5

Contract / Revision **314179** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2002**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N23	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	- TWTF - -	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -					2	\$300.00		0.00			
N24	WPTV	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	- TWTF - -	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -					2	\$650.00		0.00			
N25	WPTV	10/14/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	- - - - - S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- - - - - S					1	\$425.00		0.00			
N26	WPTV	10/13/12	10/13/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	- - - - - S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- - - - - S-					1	\$425.00		0.00			
N27	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- - - - - S-					1	\$725.00		0.00			
N28	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF - -	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF - -					5	\$1,500.00		0.00			
N29	WPTV	10/09/12	10/15/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF - -	:30	5	\$1,250.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF - -					5	\$1,250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF - - - -	:30		\$1,200.00		0.00	NM		
	2	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF - - - -	:30		\$1,200.00		0.00	NM		
	3	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF - - - -	:30		\$1,200.00		0.00	NM		
	4	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF - - - -	:30		\$1,200.00		0.00	NM		
	5	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF - - - -	:30		\$1,200.00		0.00	NM		
N30	WPTV	10/09/12	10/15/12	M-F 5-6a M-F 5-6a	CM	5-6a	- TWTF - -	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -					5	\$200.00		0.00			
N31	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	M- - - - -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M- - - - -					1	\$150.00		0.00			
N32	WPTV	10/09/12	10/15/12	M-F 5-6a M-F 5-6a	CM	5-6a	M- - - - -	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M- - - - -					1	\$165.00		0.00			
N33	WPTV	10/15/12	10/15/12	M-F 430-5a M-F 430-5a	CM	430-5a	M- - - - -	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M- - - - -					1	\$60.00		0.00			



WPTV

Print Date: 11/21/12

Page 5 of 5

Contract / Revision **314179** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2002**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
													Totals	61 \$51,750.00